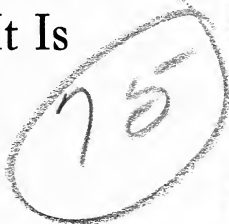


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Stoneville Pedigreed
Seed Company

What It Is



STONEVILLE PEDIGREED
SEED COMPANY

Stoneville, Mississippi

Honest Seed at a Reasonable Price



Stoneville Pedigreed
Seed Company

Stoneville, Mississippi

STONEVILLE PEDIGREED SEED COMPANY

WHAT IT IS.

The Stoneville Pedigreed Seed Company is composed of Messrs. G. B. Walker, A. H. Stone, LeRoy Percy and F. N. Robertshaw. Dr. H. B. Brown, former Plant Breeder for the Mississippi Experiment Station, is head Plant Breeder for the Company.

The company's breeding plots, trial grounds, and office are located at Stoneville, Washington County, Mississippi, a short distance from the Delta Experiment Station. The increase fields on which seed is produced for sale are the planting properties of the members of the company, located near Stoneville, Trail Lake, Dunleith and Heathman. These comprise seventeen thousand acres and enable this company really to grow the seed it sells, something which probably no other seed company in the South can do. These properties are so located as to be easily and constantly inspected and supervised by Dr. Brown. They are also so situated as to be accessible to the public. Purchasers of our seed are thus offered the unique opportunity of actually witnessing in advance, the field performance, under ordinary cotton growing

conditions, of the seed they buy. Only seed that have proven their worth in experiments and large scale field production on one or more of our plantations is offered for sale to the public. Each of the properties operates its own private ginning plant, and is thus in position to prevent the otherwise unavoidable mixing of seed at the gin.

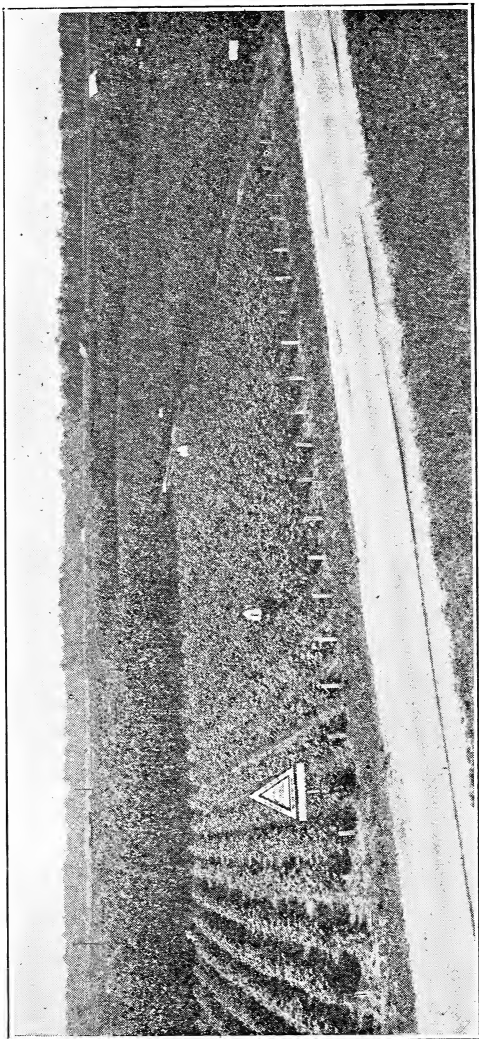
The company's operations are under the general management of Prof. G. B. Walker, who for twelve years was in charge of the Mississippi Delta Experiment Station at Stoneville and who during this period placed that station in the front rank of Experimental and cotton breeding stations of the South. He knows Delta conditions and what strains and varieties are best adapted to those conditions. His practical experience and knowledge of cotton and its improvement is recognized throughout the central cotton belt, and his management insures those doing business with the Stoneville Pedigreed Seed Company the very best seed service that can be had anywhere.

The plant breeding and multiplication work of the company is under the supervision of Dr. H. B. Brown, who was for several years plant breeder for the Mississippi Experiment Stations. While in that work Dr. Brown produced some of the very best varieties of cotton and corn grown today in Mississippi and

some of the adjoining states. The now famous DELFOS COTTONS are his productions. Express-432, Express-782, Lone Star-65, and Mississippi Station Trice were also produced by him. Dr. Brown is constantly on the ground working for improvement in our seed and in supervising the multiplication of the varieties and strains we offer for sale. We consider Dr. Brown the ablest man now engaged in scientific cotton breeding work, and those getting seed that have passed his approval can feel sure they are getting the very best seed of the particular variety or strain that can be had.

The other men in the company—Messrs. Percy, Stone and Robertshaw, are large cotton planters, whose names and reputations furnish additional guarantees of correct and practical operations and transactions.





Birdseye View of Our Breeding Plots and Trial Grounds at Stoneville, Miss.

OUR BREEDING METHODS.

This company is doing real constructive breeding work with a number of our staple field crops. Various tests are conducted to determine which varieties and strains best suit our conditions. Ones that prove to be best serve as material with which to start breeding work. These are improved by crossing different varieties so as to combine in one variety desirable features found in more than one, or by searching among thousands of plants to find individuals that in some way, or ways, approach the type desired. Hundreds of good plants are selected each year and tested in individual plant rows to determine whether they will transmit to their offspring productiveness and other desirable qualities. A small percentage of the best, of the large number tested, is tested the second year in a more extensive test. Two or three of the strains ranking highest the second year are tested the following year in comparison with standard varieties. If the new strain shows no improvement over the old varieties it is discarded. Ones that show merit are increased, but no strain is increased to any extent until it has been subjected to careful testing for three years. WE MAKE SURE THAT WE HAVE SOMETHING GOOD BEFORE INCREASING IT TO PUT ON THE MARKET.

After the new strain has proven to be of especial value it is increased in isolated patches and fields on our plantations. These are inspected carefully and any off-type plants that appear are rogued out. Careful handling throughout the operations guarantees purity. Since the ancestry of our strains can be traced back to a single individual, and since we retain only the descendants of individuals that transmit their good qualities, or are prepotent and productive, we have PREPOTENT, PRODUCTIVE, PEDIGREED SEED.

HOW OUR SEED ARE HANDLED.

All our seed that are offered to the public are grown in well isolated fields, picked with care, ginned on privately owned gins, where no outside cotton is ginned, and the greatest care exercised to preserve their purity. After being ginned, our seed are recleaned on the most modern cleaning machinery to be had, which removes hulls, lint, immature seed, dirt and other foreign matter, giving an absolutely clean seed that will plant uniformly. After being recleaned our seed are sacked in new 100-lb. bags of good quality and are then stored in a well managed warehouse where every precaution is taken to preserve their soundness.

Before our seed leave our warehouse for shipment to planters, a germination test of every lot is made on the most approved type

of electric germinators. Only those measuring up to a high standard are permitted to be shipped.

WE USE EVERY PRECAUTION TO INSURE OUR CUSTOMERS OF GETTING SEED THAT ARE TRUE TO VARIETY AND THAT WILL SPROUT AND PRODUCE A PROFITABLE CROP.

THE STONEVILLE PEDIGREED SEED COMPANY IS NOT affiliated with or in any way associated with any other company or organization of any kind whatever. It is a private enterprise, owned, controlled and operated solely as set out in this statement, and not as a branch of any other undertaking.

We invite our customers and the public to come to see us. Come inspect our breeding plots and trial grounds, our increase fields, our gins, our cleaning operations, and our warehouses. You will receive a welcome at all times. Call on us when we can serve you in any capacity.

HONEST SEED AT A REASONABLE PRICE, is our Slogan.

YOURS FOR BETTER YIELDS,

STONEVILLE PEDIGREED SEED CO.,
Stoneville, Miss.



SMITH-STRAWN, INC., MEMPHIS